

CITY OF MILPITAS
SISTER CITIES ADVISORY COMMISSION (SCC)
MILPITAS CITY HALL COMMITTEE CONFERENCE ROOM

MINUTES
February 27, 2014

- I. Call to Order and Roll Call** Chair Grilli called the meeting to order at 6:04 p.m. Commissioners present: Arbaugh, Arefi, Chen, Grilli, Hardin, Mateo, Serpa. Commissioners absent: none. Alternate Commissioners: Chang, P. arrived at 6:16 p.m.; Chang, T.
- Council Liaison Carmen Montano: Present
MHS Student Liaison Brenda Su: Present
MUSD Liaison Gunawan Alisantosa: Absent
Staff Liaison Leslie Stobbe: Present
- II. Alternates Seating of** None.
- III. Allegiance Pledge of** Chair Grilli led the Pledge of Allegiance.
- IV. Minutes Approval of** MOTION to approve the minutes of January 23, 2013 with changes. Correction to reference of then-Alternate Commissioner Chen as arriving at 6:45 p.m. to show Alternate Commissioner P. Chang.
M / S: Serpa / Arbaugh Ayes: All
- V. Agenda** MOTION to approve the agenda of February 27, 2014.
M / S: Arbaugh / Mateo Ayes: All
- VI. Announcements:** Staff provided five announcements: 1) Commissioners' Lunch is Sat., April 26 from 11:30-1:30; 2) Open Government Ordinance requirement; 3) Excused vs. Unexcused absences; 4) Website Photos, and; 5) Special welcome to new Alternate Commissioner No. 2. Tim Chang.
- VII. Public Forum:** None.
- VIII. New Business**
- 1. FY2014-15 Work Plan & Fundraising Discussion**
The Staff Liaison reviewed City Attorney advice to prepare an annual work plan. Discussion followed regarding a mission statement and fundraising and that both

require preparation of a work plan that is presented to City Council for approval. Staff recommend that the work plan span a fiscal year because of the funding the SCC uses to complete its projects. This could begin with a discussion of mission statement. From there, form a work plan that will need several months of discussion; staff will provide documents to facilitate the discussions and reviews. She suggested discussing broad ideas and then review in-depth in March. It was noted that the SCC has a Purpose Statement in bylaws. A separate mission statement would need to be reviewed by City Attorney's Office and determine if it needed to be added to by-laws, thereby requiring Council approval.

Chair Grilli noted that if the Purpose Statement is adequate, then a mission statement may complicate the formal Purpose Statement. Does the absence of a mission statement affect fundraising activities? Not necessarily, as the work plan can reflect the goals and mission. Commissioner Arefi mentioned a mission statement of sorts that he used for the script in preparing the video for MCTV-26. He will forward this to the Staff Liaison. Commissioner Arbaugh reviewed how the Veterans Commission used its mission statement to further its plan for its First Annual Car Show. He suggested that the SCC first focus on its work plan.

Discussion followed regarding possible elements of a work plan, potential fundraising efforts, and studying the SCC's Purpose Statement. Timing would be to complete by the June meeting for presentation to the City Council in August.

Discussion followed regarding fundraising. Vice Chair Serpa stated that fundraising is necessary. One of the criticisms she receives about the SCC is that people aren't aware of the commission and its work. She expressed concern that with four sister cities and more cities interested in Milpitas, that \$6000 spending limit is not sufficient. Also, the student visits and increased interest in these is a cost increase in the future. She stated it is up to the commission if it really wants to fund additional activities. And, she agrees with studying the Purpose Statement.

Chair Grilli agreed with Vice Chair Serpa. Discussion followed regarding what intentions are to do with funds raised. This needs to come out of the work plan to define the size of a fundraiser. It was decided to delay a discussion of fundraising until work plan elements are in place.

Next steps will be to review the Purpose Statement and bylaws, discuss a possible mission statement, and after a draft work plan established, then look at possibilities for fundraising.

IX. Old Business

2. Sister City Request: Seongnam City, Gyeonggi Province, South Korea

Lead Commissioner Nolan thanked Ms. Eun-Hee Koo for attending and opened the discussion with the following report: correspondence occurred between Commissioner Nolan, representing the SCC and Ms. Koo, representing Seongnam

City; specific questions regarding Seongnam's vision for a sister city relationship regarding economic development, student and cultural exchanges, which Seongnam provided detailed responses. Regarding economic aspects, interesting specific ideas were provided such as setting up a database of high tech companies and establishing a business center in the Great Mall and possibly reciprocate this in Seongnam. The main challenge that Commissioner Nolan sees is due to the City's limited resources, the SCC would have to be selective but he wanted to consider discussing the details.

Chair Grilli noted that he was impressed with the response. A discussion followed regarding student exchanges as detailed in Seongnam's letter. It was noted that the ages proposed would be middle school (7th and 8th Grades) for Milpitas. The concept was explored and clarified whether these students at the 8th Grade level would be coming here for 10 days and / or a separate visit for gifted and talented students. It was also asked from where mentors for gifted and talented students are to be culled. Ms. Koo responded that gifted and talent students are in a program that selects the best students in science; it is a separate program. Intention is to provide field trips to visit high tech companies, not to attend school. Chair Grilli asked if the SCC would be expected to set-up this program for them in Silicon Valley. Ms. Koo responded that this isn't entirely expected of the SCC. Chair Grilli noted that his understanding was that the potential student visits could be conducted at the middle and high school levels, similar to the current program. Ms. Koo confirmed this and noted that the responses from Seongnam are a draft of possible ideas. Vice Chair Serpa stated the request sounds like what's been done in the past with visiting adult delegations; where arrangements are made to tour high tech companies in Milpitas that would include a campus visit. Chair Grilli noted that he didn't think the SCC was equipped to do this on a 10-day basis. Vice Chair Serpa agreed and noted that she didn't see high tech companies doing extended visits for school children.

Discussion followed to clarify: 1) that the 7th and 8th Graders would be in one visit that possibly the SCC can coordinate, and there are two groups of 8th Graders that would be primarily coordinated by Seongnam, and 2) coordination with the other visiting student delegations for home stays and at the schools. It was noted that there currently isn't a student exchange at the middle school level.

Vice Chair Serpa noted that she is impressed with the cultural aspects of Seongnam's proposal and including performances.

Commissioner Nolan asked if Seongnam has other sister city relationships that using similar economic ties, such as the business centers in each city. Ms. Koo responded that Seongnam doesn't have an active sister city relationship in the US and does have several in other countries. One of the reasons Seongnam is interested in Milpitas is because it is based in Silicon Valley and this is a similar environment in Seongnam.

Chair Grilli noted that the SCC needs to explore what it could do with student exchanges at what levels. The decision would be left to the middle school principals as to whether or not they are interested in hosting a student exchange. Chair Grilli

will research this and a possibility of a change at the high school. It would not be possible to obtain this information by the March meeting.

Staff inquired about the Korean-US, Silicon Valley IT Conference noted in Seongnam's response letter: is this something that the City of Milpitas is expected to host or sponsor and what are the anticipated activities? Ms. Koo responded that Seongnam has many IT companies that would want to have a conference in Silicon Valley; it is not expected that Milpitas would host the conference. Council Liaison Montano noted that Milpitas doesn't have a conference center. Ms. Koo noted that these are draft ideas that can be modified. Relationship parameters can be based on the SCC's decision. Discussion followed regarding SCC being the body that reviews cultural aspects and the Economic Development Commission (EDC) the one that reviews economic elements.

Staff confirmed that Ms. Koo, of the Korean Language & Culture Foundation, would be the main contact for the SCC. Ms. Koo noted that the Foundation has formed a preparation committee with the Korean-American community in Milpitas in anticipation of a sister city relationship between Seongnam. Introductions were conducted: Mr. Jae Wi, a commissioner of the Senior Advisory Commission and Milpitas resident; Ms. Choy Cho, board member of the Korean Language & Culture Foundation, and; Mr. Song, senior advisor of the Foundation.

Discussion followed regarding additional research into the Milpitas community to determine interest and support for the proposed relationship. Commissioners Chen and Arbaugh will contact two Korean-American churches in Milpitas and Ms. Koo will assist with providing contact information.

The Student Liaison noted that there is a Korean-American Student Association at Milpitas High School. Commissioner Arbaugh asked that the Student Liaison talk to members of this club at the high school to determine possible interest and the number of members in the club. She further noted that when the Friendship City with Nam-Gu dissolved, members of the club were disappointed.

Discussion followed regarding coordination with the EDC. It was noted that the Purpose Statement of the EDC was changed to include review of economic development aspects of sister city relationships. It was noted that an initial conversation needed to occur between the two commissions. Chair Grilli asked if there was someone on staff that specifically works on economic development. The Council Liaison noted this is the EDC and the City Manager. Chair Grilli noted it would be interesting to review the proposals from Seongnam with the Chair and Vice Chair of the EDC, however this discussion should include the City Manager.

Commissioner Arefi noted that if, as a part of the SCC's mission statement, one item would be to encourage economic development, then it justifies that the SCC intervene and facilitate the contact with the City Manager and recommend opening discussion with the EDC. There was consensus with this statement and direction to present the

economic development aspects of this proposed sister city relationship to the City Manager. Vice Chair Serpa agreed and stated it is appropriate to follow-through and schedule an appointment with the City Manager to discuss what was discussed tonight. Then it becomes a two-pronged approach: one is student and cultural and the other is economic development. We can then progress with this review in an orderly and timely matter.

Staff Liaison noted that she can facilitate the logistics, but she believes that a Public Notice may be required for such a meeting if it is to include SCC Chair, Vice Chair and the Lead Commissioner and the EDC Chair and /or Vice Chair and will confirm procedure before setting up the meeting.

3. 60th Anniversary Family Event, Sunday January 26, 2014 – Recap

Staff Liaison reviewed the event noting that photos were sent to the commission. She thanked commissioners for supporting the event and Commissioner Arefi for attending the 60th Anniversary Committee. A list of 10 families interested in being host families was formed from visitors to the table. Comments that staff received were positive and the table looked great!

4. Sister City Commission Promotional Expenses

Staff Liaison noted the annual spending limit with the remaining amount of \$944.70 for the remainder of the fiscal year. The glass mugs and dual flag pins (200 for each sister city) are available to distribute at sister city events.

5. SCI International Conference 2014

Staff Liaison noted that the conference “early bird” cost of \$375 per person. There is also an opportunity to send a student at a cost of \$250 - \$400 per student. It is a student scholarship program that provides a three-day youth summit, similar to a G20 student experience. At the \$450 level it provides overnight housing at San Jose State University, three-day concurrent student and meals. It was decided to purchase two “early bird” registrations (Chair and Vice Chair) and research sending the Student Liaison.

MOTION to send the Chair and Vice Chair to the SCI International Conference.

M / S: Arbaugh / Mateo

Ayes: ALL

MOTION to pay to send the Staff Liaison to the SCI International Conference out of the next fiscal year’s budget.

M / S: Serpa / Arbaugh

Ayes: ALL

6. E-Pal Project with Sister Cities

Chair Grilli reported that the e-pal project with Figline Valdarno is at the middle and high school levels with online interaction. There is one group of 6th Grade students; hard copy letters are prepared and Chair Grilli will have these soon for the Staff Liaison to send via air mail to the Figline Valdarno teacher in charge.

7. Home-stays for Dagupan and Huizhou Students, October 2014

Staff Liaison asked the commission to revisit a deadline to secure home-stays and a decision to cancel the visit(s) if not enough home-stays are found. There needs to be a concerted push to secure home-stays now. Print advertisements will run in *The Union*, the Milpitas High School newspaper. Student Liaison suggested asking the administration to send a mass email to all parents. There will also be a joint effort between the Staff Liaison and Chair Grilli to obtain editorial interest from *The Milpitas Post*. Other ideas are to create flyers for posting, post info on the City's website, contact MTV-26 and local churches with congregants of Filipino and Chinese decent, and place the info on the City marquee. Chair Grilli stated that if there is no demonstrated interest by high school students and their families, then this program is not viable. Commissioner Arbaugh stated that the Commission's spending limit could be used to provide a stipend to host families for food. This is an item for consideration in the work plan. Deadline to receive applications for host families was set as June 20, 2014.

8. Tsukuba City, Japan

Staff Liaison noted that the MOU expires on September 1, 2014. The SCC would need to take formal action to the Council regarding extending the relationship. Discussion will occur at the March meeting. Staff reviewed products provided based on two requests: 1) display about Milpitas as a sister city in a local Tsukuba shopping mall, and; 2) video and letter from Mayor Esteves along with information about Milpitas' sports supporting Tsukuba's bid for a mega sports complex. Staff noted that these submissions would not have been possible without the support of other City staff.

9. Dagupan City, Philippines

Staff Liaison noted that the MOU expires on September 15, 2014. The SCC would need to take formal action to the Council regarding extending the relationship. Discussion will occur at the March meeting.

10. Huizhou Municipality, China

No discussion.

11. Comune de Figline Valdarno, Italy

Chair Grilli noted that the MOU expires on May 8, 2014. Staff noted that the relationship can stay alive in spirit, even though staff may not be able to get a possible recommendation to the Council by that date.

- X. City Council Liaison Report:** Council Liaison Montano asked if it is possible to create a timeline of deadlines and activities leading up securing home-stays. Staff responded this could be included as part of the work plan. Council Liaison report: highlighted the Silicon Valley Pacific Mall at the McCarthy Ranch site.

XI. School District Liaison Report – None

XII. Future Agenda Items – Reviewed with these changes:

1. Sister City Relationships / Cultural Exchanges
 - i. Tsukuba, Japan
 - ii. Dagupan, Philippines
 - iii. Huizhou, China
 - iv. Figline Valdarno, Italy
2. Seongnam City, Sister City Request
3. Grants for Sister Cities Activities
4. SCI Conference
5. August 28, 2014 Meeting
6. FY2014-15 Work Plan

XIII. Adjournment

No further business was discussed. Chair Grilli requested a motion to adjourn the meeting at 8:23 p.m. until the next regularly scheduled meeting of March 27, 2014.

MOTION to adjourn the meeting of February 27, 2014 to the next regularly scheduled meeting of March 27, 2014.

M / S: Arbaugh / Serpa

Ayes: All

Respectfully Submitted,

Leslie Stobbe
Staff Liaison